GOVERNMENT OF INDIA
HUMAN RESOURCE DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:5401
ANSWERED ON:30.04.2002
PROVOCATIVE ADVERTISEMENTS BY INDECENT PRESENTATION OF WOMEN
PRAKASH V. PATIL

Will the Minister of HUMAN RESOURCE DEVELOPMENT be pleased to state:

(a) whether the Government are aware of the present scenario where in very provocative advertisements by indecent presentation of women are increasing day by day;

(b) if so, whether the Government is also aware of the fact that the punishment provided in the Act of 1986 is too inadequate to prevent culprits; and

(c) if so, the steps proposed to be taken to eradicate such publicity?

Answer

MINISTER OF STATE IN THE MINISTRY OF HUMAN RESOURCE DEVELOPMENT (SHRIMATI SUMITRA MAHAJAN)

(a),(b)&(c) A Statement is annexed.

STATEMENT IN RESPECT OF PART (a),(b)&(c) OF LOK SABHA UNSTARRED QUESTION NO. 5401 FOR 30.4.2 REGARDING PROVOCATIVE ADVERTISEMENTS BY INDECENT PRESENTATION OF WOMEN

(a),(b)&(c) Government has enacted the Indecent Representation of Women (Prevention) Act, 1986 with the objective of prohibiting indecent representation of women through advertisements, publications, writings, print, figures or in any other manner. Offences under this Act are cognizable. In addition to this Act, existing provisions of IPC under Sections 292, 293 & 294 cover obscenity and prohibit sale etc. of obscene books, obscene objects etc.

The National Commission for Women (NCW) had recommended certain amendments in the Indecent Representation of Women (Prohibition) Act, 1986, including enhancing the penalties for offences under the Act. On the basis of recommendations made by NCW, the Government has initiated the process of reviewing the said Act in consultation with the concerned Ministries and Departments.

As informed by the Ministry of Information & Broadcasting, all films including advertisement films intended for public exhibition in India are required to be certified by the Central Board of Film Certification (CBFC) in accordance with the provision of the Cinematograph Act, 1952 and the guidelines issued thereunder. CBFC, while examining films for certification, ensures inter-alia, that human sensibilities are not offended by vulgarity, obscenity, depravity, sex and violence.

In matters relating to the Press, the Press Council of India, an autonomous statutory self-regulatory body set up to preserve the freedom of the Press and improve the standards of newspapers and all new agencies in India, has laid down norms of Journalistic ethics, which, inter-alia, include norms relating to obscenity and vulgarity to be eschewed in print media. The norms lay down that the newspapers shall not display advertisements which are vulgar or which, through depiction of women in nude or lewd postures, provoke lecherous attention of males.